

# CNIB Foundation Overview and Challenges



## Overview

Celebrating 100 years in 2018, the CNIB Foundation is a non-profit organization driven to change what it is to be blind today. CNIB delivers innovative programs and powerful advocacy that empower people impacted by blindness to live their dreams and tear down barriers to inclusion. Their work as a blind foundation is powered by a network of volunteers, donors and partners from coast to coast to coast.

## Challenges

Accordion: start copy

### ▼ Challenge 1

#### Improving wayfinding navigation

Everywhere from public spaces through to private businesses now use internal wayfinding navigation signage (ex. directional arrows and floor stickers) to help maintain physical distancing. Rarely is the signage tactile.

#### How can we make wayfinding navigation signage accessible to people impacted by blindness?

##### Next Steps

1. [Complete enrolment survey](#). This survey is mandatory and failure to complete may result in ineligibility to compete.
2. [Enroll here](#)

### ▼ Challenge 2

#### Addressing “touch stigma”

Covid-19 has created a “touch stigma.” In other words, we are all encouraged to avoid touching potentially contaminated surfaces in public spaces in order to help stop the spread of the coronavirus. People impacted by blindness, however, depend on touch to navigate and to read (braille).

#### What are new and innovative ways to either minimize the need for touching surfaces in public spaces or make it safer for people impacted by blindness?

##### Next Steps

1. [Complete enrolment survey](#). This survey is mandatory and failure to complete may result in ineligibility to compete.
2. [Enroll here](#)

### ▼ Challenge 3

#### Overcoming communication challenges

Face masks are required or recommended in indoor spaces to help stop the spread of Covid-19. Masks, however, pose a problem for people impacted by hearing loss or deafness and who depend on reading lips in order to communicate.

#### What solutions can you propose to mitigate the challenge masks pose for people impacted by hearing loss or deafness?

##### Next steps

1. [Complete enrolment survey](#). This survey is mandatory and failure to complete may result in ineligibility to compete.
2. [Enroll here](#)

Accordion: end copy